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UNITED STATES DEPARTMENT OF AGRICULTURE  
Extension Service  
Washington 25, D. C.

SUMMARY OF QUESTIONNAIRE III ON 1950 OUTLOOK CONFERENCE \* *f 3*

Questionnaire sent to 48 States 3 Territories, May 1951  
38 replies from 37 States

1. In writing your own Rural Family Living Outlook material,

(a) When do you write it?

- 21 - as soon after outlook as possible
- 5 - in December
- 4 - in November
- 3 - every 3 months
- 3 - none written
- 2 - in September or October

(b) What materials did you receive which you actually used in writing your material? (Check list)

- 36 - Rural Family Living Outlook issue
- 32 - Talks by speakers
- 31 - Rural Family Living Charts (BHNHE)
- 16 - Regional reports, assembled through group discussion
- 5 - Agricultural Outlook Charts (BAE)

(c) Please mention anything that was especially helpful to you in preparing your State Outlook literature

- 15 reported specific talks especially helpful
- 3 BAE charts - page 17
- 2 reported material from other States

(d) List any material that you think could be omitted.

- 2 reported agricultural chart book could be omitted
- 3 reported regional reports could be omitted.

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\*Questionnaire prepared in cooperation with the Bureau of Human Nutrition and Home Economics. Distributed and summarized by Mary Rokahr, In Charge, Home Economics Section, Extension Service, USDA, Washington 25, D.C. September 1951.



2. What methods did you use or visual aids did you prepare that found their inspiration in what you heard or saw at Outlook?

Reply:               7 reported preparing flannelgraph  
                      7 reported preparing and using charts  
                      2 reported preparing fact sheets  
                      1 reported using flash cards  
                      1 reported preparing a playlet.

Comments:

Influenced me to plan presentation of outlook at agents' conference in form of symposium.

Used playlet.

Improved on things I had been doing.

Slides made from film strip.

Only food charts really used.

Prepared mimeographed summary for homemakers council.

Prepared exhibit.

Used tape chart showing results from home account books.

3. How did you reach your director and State leader with outlook?

Reply:               9 reported staff conferences  
                      10 reported using personal contact  
                      8 reported using published report  
                      3 reported they did not reach director directly

Comments:

Could and should have done more thorough job.

Discussed value and general results with director.

State director and leader both participated in helping to organize the staff for reception of this material through conference and reports.

Assembled papers which I thought useful in their work and discussed high points with them.



4. What did you do on outlook with county home demonstration agents?

Reply:

- 18 States conducted State-wide training meetings  
(district and small groups)
- 17 Spoke of contacting agents through publications
- 5 States presented outlook at State Conferences
- 4 Reported preparing radio talks and platters
- 2 Prepared chart sets for agents
- 2 Specialists used local county meetings to reach agents.
- 2 States reported contacting agents on outlook through  
program planning

Comments:

Farm and home business affairs was the topic used in the state-wide training schools for men and women that included outlook.

Prepared five minute reports to be used by home demonstration agents and home management local leaders

Loaned agents copies of talks.

Arranged for participation of other specialists in presentation of outlook to agents.

High spots were presented by different members of the Extension staff. The specialists concerned gave the background information; clothing and furnishings outlook discussed from specialists point of view, food outlook as a consumer sees it, outlook as it would affect farmers, outlook in program planning and how an agent could keep information up-to-date.

Participating in the discussion were two resident economists, two marketing specialists, extension economist, and home management specialist.

Helped prepare agents' talks.

Survey on use made by agents of outlook material, is being made.

Presented skit and made it available to agents.



5. How did you reach other home economic specialists?

Reply: 21 through conferences that were for  
entire State staff  
8 loaned and circulated material  
7 publications  
6 contacted resident and research staff  
5 personal contact  
3 cooperation in writing outlook

Comments:

No special contact.

Read outlook together and discussed application to State

Planned home demonstration agents' conference on outlook  
with other specialists.

Materials from outlook with part of report written by home  
management specialist, concerning particular fields were  
submitted each specialist for her to read, review, rewrite  
and approve. Copies of completed report were sent to each.

All specialists cooperated in preparing trends - short dis-  
cussions in each field.

Conferences held with specialist and each helped the home  
management specialist write her section.

6. Other Comments: (Replies and Comments received in letters have  
been added to this section.)

Needs: More specific information regarding housing and equipment  
supplies is needed.

Material late but used and depended upon.

Many home demonstration women and home demonstration agents  
are more interested in skills than in thinking through  
problems pertaining to homemaking. There are many reasons  
for this. The home demonstration agent is young without  
experience in problems of management and with very little  
training. The homemaker often looks on the home demonstra-  
tion club meeting as a social affair. For this reason problems  
in management are not popular. They are individual problems  
and must be worked out, with help, by the homemaker and her  
family. This year I would like to see us have a successful  
college teacher tell us how she teaches money management to  
her students. In this State I feel that we need something  
to give this program a big push or boost, such as the Labor  
Saving show gave to the management of time and energy.



We need in this State more help on the use of Outlook in program planning. We make an effort to consider the needs of the community and county. I don't think we place enough emphasis on the national situation.

I appreciate the great number of divided sessions. And this year I would like to know how other States are handling public policy meetings and what issues are being considered.

Regarding the chart book, you will notice that we actually have not used the charts and the film strips as much this year, but we feel that many things in there are very important and should be continued. The Foods and Nutrition Specialists are particularly interested in the food consumption charts and so I hope that they will be continued as well as making film strips available. If large charts are made available of the Consumers Price Index, I hope that space will be left for an additional four or five years to be added, which means that we can add the past year and save buying a new chart.

Further

Uses: Outlook information used in program with farm women's club lessons, the farm electrification program and other organized groups requesting such information.

Each subject matter specialist prepared section of leaflet relating to their subject matter area.

Seldom asked to present it to any groups after returning from outlook and have had to push anything done on it.

Biggest difficulty is to make information meaningful and interesting - both to agents and to farm people.

Seeing progress in use of outlook in counties and agents using more of it in radio and publicity. It fits in so well with balanced farming program.

Gave talk at State home economics meeting.

Prepared written report of outlook for organization staff use in program planning and use in handbook for home advisers.

Should attempt to do more.

Material sent to all home economics teachers in the State

Hope to do better job in incorporating outlook information in our programs.



Further

Uses:

(Cont'd) High school and college teachers and college students invited to district meeting. Report given graduate home management students and resident home management staff.

Supply, demand, price situation information relating to home furnishings were included in demonstrations during the year.

This year, the Rural Family Living Outlook as adapted for our State need provided excellent discussion material for uses in introduction of spring series of leader training meetings on the subject of Making Homemaking a Business. Three hundred project leaders attended - they take notes and in turn used the outlook information in their local clubs.

Gave a talk at State Home Economics Association. Prepared a new pamphlet because of changes in outlook by April. Each year, however, I appreciate Outlook more. I find it very helpful in setting my sights on own program - have learned to use it in each lesson rather than one dose.

Held some public meetings too. Used a true-false sheet in public meetings and slides, etc. Adjusted program to meet current crowd, etc.

The Outlook material was late in reaching State leaders. Due to so much in county programs, meetings had to be planned after interest in outlook had dimmed. But the material seemed to be well received and used, even depended upon.

I might say in regard to Outlook that although we do not have outlook meetings as such throughout the State, I use this information a great deal in connection with my projects and in giving information to other subject matter specialists. I feel that the background information on agriculture and the Federal fiscal policy as well as business is most necessary. I would hate to see any of those cut out.

The most and best use that I made of the information obtained at the conference has been in connection with area meetings with the county home demonstration agents.

Because I attended the meeting, I have felt throughout the year that I was better prepared to do my job along the line of informing people on situation and outlook.



Further

Uses:

(Cont'd) Our outlook circular was prepared in time for supervisors and county agents to have before making county plans of work. We tried to "set up" each section in a way that agents could use, not only in planning, but could see ways that outlook information could be used throughout the year.

The panel presentation by the home economics specialists did not materialize. Specialists were unwilling to try it, so the slides were the substitute. Already I am receiving calls for use of the slides out in the field.

The "Outlook" seemed easier to follow this time - more definite. Of course it may be that I have had more experience in Outlook and so it seems clearer to me.

The State was covered by five teams. Three staff members made up a team. We travelled for two weeks. Three or four counties would be in to each meeting. Those in attendance were invited by the county staff personnel and those registered included Bankers, farm managers, Soil Conservation Service, Farmers Home Administration, Future Farmers of America, Vocational Education Teachers, GI Instructors, young and old farmers, members of program planning committees, County Farm Bureau Officers.



